



**NEIGHBORHOOD
COMMERCIAL
REVITALIZATION
PROGRAM**

CITY OF SAN ANTONIO NEIGHBORHOOD ACTION DEPARTMENT

NEWSLETTER VOLUME 12 ISSUE 2 SPRING 2006

Avenida Guadalupe Joins NCR

by J. Oscar Ramirez

The Avenida Guadalupe Association, Inc. (AGA) joined the Neighborhood Commercial Revitalization program as a Partnership Project in January 2006. The AGA believes that a neighborhood's economic vitality is critical to ensuring its people a high quality of life. This is why the AGA's mission has been based upon aggressive economic development efforts for over 26 years. As a poor Hispanic neighborhood on the city's westside, the Avenida Guadalupe Neighborhood's only hope for renewal is the pursuit of such efforts.

The AGA's history has yielded substantial successes by stimulating business and restoring the character of the Avenida Guadalupe Neighborhood. Significant progress has been made, including the renovation of the historic Guadalupe Theatre, development of Plaza Guadalupe, rehabilitation of the El Progreso Community Center, and construction of three senior communities. The AGA has also nurtured businesses in the area by providing both high and low end office space. Cultural development is seen in the AGA's annual 16 de septiembre Celebration. Careful attention is given to preserving the historic character of the neighborhood while encouraging growth so that the traditional role of the neighborhood is not lost to San Antonio.



Avenida Guadalupe Plaza and El Progreso Community Center, renovated by AGA in 1996.



El Parian Business Incubator

As an NCR Partnership Project, the AGA will develop a business inventory of the Guadalupe Corridor and get business owners involved in the revitalization process. The AGA took a first step by appointing J. Oscar Ramirez as its new Executive Director in order to guide the organization through the NCR process. In addition, the AGA announced its 2005-2007 Board of Directors: Theresa De La Haya, President;

Enrique Sanchez, Vice President; David Limon, Treasurer; Theodore S. Turner, Secretary; Guadalupe Espinosa; Daniel Garcia; Yolanda Sosa; Katy Garza; Irene Aguilar; and Elvira Cisneros. Please visit www.agatx.org to learn more about the AGA.

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Façade Improvement Grants Available

Operation Facelift Success



Trevino Diabetes Clinic
1103 S. Presa Street (Southtown)

Operation Facelift is a reimbursable grant program offered to businesses located in a Neighborhood Commercial Revitalization (NCR) corridor. The program helps fund façade improvement projects by offering a dol-

lar for dollar grant that will pay up to \$15,000. Eligible improvements must be permanent and may include: windows, doors, storefront glass, painting, attached signage, awnings or canopies.

To date, 36 projects within the NCR Districts have been completed and 6 more are currently under construction. A total of \$305,121 has been granted to businesses within NCR Districts since the beginning of the program in 2002, leveraging \$1,493,531 in private investment for the areas.

Congratulations to these business owners for not only investing in their business, but also helping to promote design that is consistent with the unique characteristics of each of the NCR Districts. The Operation Facelift application and additional photos can be viewed online at www.sanantonio.gov/nad by following the links to Façade Improvement Program. If you have any questions or would like to apply, please contact David Dimaline, Senior Planner with the NCR Program, at 207-6979.

NCR Program Results since 1998

- | | |
|--|---------------------------------------|
| ✓ Net New Jobs — 3,051 | ✓ Operation Facelift Grants: |
| ✓ New Private Investment — \$86,020,431 | ★ \$305,121 completed projects |
| ✓ Net New Businesses — 213 | ★ \$42,475 pending completion |

BIG CHANGES FOR SMALL BUSINESSES by Veronica Cervera

The U.S. Small Business Administration 7(a) loan program is a popular financing tool for small businesses. The program provides a partial guarantee to lenders for up to 85% of the loan for eligible small businesses, thereby decreasing a bank's lending risk. Funds can be used for business purchases and expansions, as well as for debt financing, inventory and equipment purchases, and permanent working capital financing.

The program was previously funded with a taxpayer subsidy and loan fees charged to applicants. The subsidy at times created political issues that delayed funding for businesses. In addition to political forces, the loan program was hindered with long processing and approval periods.

Important changes have occurred to benefit loan applicants

- Guarantee amounts have increased to \$2 million, thus decreasing bank lending risks
- The taxpayer subsidy has been eliminated, which decreased political battles over loan approvals

- The program is being streamlined to improve processing times.

To apply for a SBA 7(a) loan, business owners must first apply to a commercial lender and request this type of loan. Owners must have financial statements available and be prepared to answer questions on their business practices.

NCR staff and Executive Directors have recently completed the National Development Council's Economic Development Finance Professional training certification program. Local Executive Directors, Revitalization Coordinators and NCR City staff professionals can assist with reviewing financial statements in preparation for meeting with a bank. Being prepared to present financials and answer questions highlights an owner's capacity and credibility and can help get a loan approved. For additional information, contact your local Executive Director or the NCR office at (210) 207-3944.

Reference: Rutledge, Maitland. "Recent changes in SBA 7(a) option good news for small businesses." [SA Business Journal](#) 20 Jan. 2006

BUSINESS OF THE YEAR: AUSTIN HIGHWAY

Aloha Roses and Flowers

1242 Austin Highway, #109

San Antonio, TX 78209

(210) 822-9933

Owner: Renée Park



The Austin Highway Revitalization Project (AHRP) named Aloha Roses and Flowers the Austin Highway Business of The Year at the 2nd Annual NCR HACER Gala last November. Located at 1242 Austin Highway inside Alamo Hills Plaza, Aloha Roses and Flowers offers flora,

catering, and party/entertainment services in San Antonio, throughout Texas and the Mainland USA. The business is family owned and strongly influenced by the family's Hawaiian culture and traditions.

The business has been in operation since 1985 and on the Highway for the past 15 years. Aloha Roses and Flowers has been AHRP's strongest supporter since the onset of the revitalization effort and has allowed AHRP free use of their meeting facility for events and gatherings. Owner Renée Park chaired AHRP's first two annual events and community parade. Park has also assisted with marketing efforts for AHRP. For more information on services provided by Aloha Roses and Flowers, visit them at www.alohasanantonio.com.

by Gloria Johnson—Ramirez

Workshop Invitation: Community & Neighborhood Rebuilding

American Planning Association's 2006 National Planning Conference "Community and Neighborhood Rebuilding"

Saturday, April 22, 2006

1:00 p.m.–4:00 p.m.

Henry B. Gonzalez Convention Center, Room 216

Registration required:

Complimentary to San Antonio residents

In this workshop, you will learn how to create and sustain social capital. One error commonly made by everyone engaged in civic life is that once relationships are in place, they remain that way. Mack McCarter will teach you to develop relationships that build neighborhoods and communities. He will provide case studies from a program in Shreveport, Louisiana that has received national awards and recognition from APA. McCarter is responsible for reviving the settlement house

movement in poor neighborhoods of Shreveport. His seven Friendship Houses are a staging ground for tutoring, music lessons, preventive medical care, and neighborly support.

Workshop Leader

Mack McCarter, Executive Coordinator

Shreveport-Bossier Community Renewal


To register for this free session:

- 1) Visit <http://www.planning.org/2006conference/neighborhoodrebuilding.htm>.
- 2) Print the registration form (one for each registrant).
- 3) Fax completed form(s) to 312.786.6730.

Anyone interested in attending the full, four-day conference is welcome as a paid registrant. For more conference information, please visit the APA website at www.planning.org/2006conference.

by Carolyn Torma

Interested in becoming a NCR corridor? Contact the NCR office at 207-3944 for more information.



City of San Antonio
NCR
Stronger Businesses
for Stronger Neighborhoods

Neighborhood
Commercial
Revitalization Program

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Adrian Lopez, Program Manager
Veronica Cervera, Sr. ED Specialist
Bobbie Hamilton, Sr. ED Specialist
David Dimaline, Sr. Planner
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NCR Training Workshops Abound

First in a series of workshop trainings this year, the Neighborhood Commercial Revitalization (NCR) Program is proud to present the ***NCR Essential Marketing Business Workshop*** to help jump-start business owners, as well as aid the District Executive Directors in facilitating their corridors growth and prosperity.

Come meet with other small business owners to learn a variety of marketing solutions that are useful and practical. The workshop will outline the key essentials of marketing, branding, and provide you with tools you can start using right away. Have a small budget? Perfect! This workshop will include key suggestions on how to develop and implement a marketing plan with limited financial resources. You can't afford to miss it!



Our workshop facilitators have a wealth of experience. Laura August, owner of ROBOT Creative, has experience in Strategic Marketing Planning, Entrepreneurship and Small Business Management, Branding and Image Development in addition to Graphic Design for Print and Web. Top in his field, Ron Gossen of the Strategic Communications Group is a consultant focused on brand research analysis and marketing communication from the strategic and implementation perspectives. Mr. Gossen stated it best with “your brand is the essential embodiment of your organization”.

The workshop will be held in early June and offered to business owners at a nominal fee. Contact Veronica Cervera at 207-3944 with your questions. Also, keep an eye on the NCR web site for other new and exciting training opportunities: <http://www.sanantonio.gov/nad>

NCR CALENDAR OF EVENTS

- ★ MARCH 25—CESAR CHAVEZ MARCH
- ★ MARCH 27—NDC GRADUATION
- ★ APRIL 2—GUADALUPE CHURCH FESTIVAL
- ★ APRIL 14—GOOD FRIDAY

- ★ APRIL 14—GUADALUPE CRUCIS PROCESSION
- ★ APRIL 16—EASTER SUNDAY
- ★ APRIL 22—PINATAS EN EL BARRIO, GUADALUPE FIESTA EVENT
- ★ APRIL 22—APA REBUILDING WORKSHOP
- ★ APRIL 28—FIESTA SAN JACINTO DAY